

COURSE DETAILS

10103 Life Skills

(6 credits)

Course Learning Outcomes

1. To gain skills in communication, acquiring common knowledge, and using technology in everyday life.
2. To gain skills in thinking, analyzing and problem-solving in various situations.
3. To develop oneself in the areas of morality, ethics and human relations.

Course Description

To gain necessary life skills in society such as a hunger for knowledge, how to gain knowledge and continuously seek further self-development; be able to use technology efficiently; apply reasoning, analytical thinking, problem-solving, and negotiation skills; learn the principles of self-management, emotional control, and stress management; to develop oneself to have morality, ethics, proper human relationships, manners and etiquette.

10111 English for Communication

(6 credits)

Course Learning Outcomes

1. To be able to use English as a means for communication.
2. To study structures, vocabulary and important English idioms.
3. To equip students with skills in listening, speaking, reading and writing in English for accuracy and appropriateness in various situations

Course Description

Structure, vocabulary and English idioms used in listening, speaking, reading and writing English for communication.

10121 Human Civilization

(6 credits)

Course Learning Outcomes

1. To have knowledge on Eastern and Western civilization in terms of politics, economy, and society.
2. To understand human civilization in the past which is fundamental of the current civilization.
3. To realize and appreciate the values of human civilization.

Course Description

Knowledge on Eastern and Western civilization human has created in terms of politics, economy, society, wisdom, arts, as well as science and technology.

10131 Human Society

(6 credits)

Course Learning Outcomes

1. To understand the existence of human community and society.
2. To understand the political, legal, economic and social mechanisms affecting an organization of human society.
3. To promote the responsibility to the society and nation.

Course Description

Basic characteristics of being human; cohesion into communities and societies; human distribution and settlements; the components of society; human behavior in society; political, legal, economic and social mechanisms affecting the organization of human society; social problems and methods to solve them; promotion of a good society.

10141 Science, Technology and Environment for Life**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge about the concepts, rules and development of science and technology, and how they influence of thought and human livelihood.
2. To gain knowledge about the evolution of living things and human beings.
3. To understand the relationship between humans, the environment, and the effects of science and technology on the environment.
4. To gain knowledge of the applications of science, technology, and mathematics in daily life.
5. To enhance scientific thinking and awareness of the need for environmental preservation.

Course Description

Concepts, theories, critical thinking, rules and development of science and technology; natural history concerning human beings; the parts of the human body; humans and the environment; hygiene and nutrition; the application of science, technology, and mathematics in everyday life.

10151 Thai Studies**(6 credits)*****Course Learning Outcomes***

1. To learn about Thailand's history, society, language and culture.
2. To be able to apply the course knowledge to daily life.
3. To understand and take pride in what it means to be Thai.

Course Description

Knowledge about Thai in terms of history, settlement, politics, economy, culture, religion and ritual, language and literature, arts and culture.

10152 Thailand and the World Community**(6 credits)*****Course Learning Outcomes***

1. To be able to gain knowledge on situations, trends and characteristics of economic, social and political relations and changes in the world community which affect Thailand.
2. To gain knowledge on the status of Thailand in the world community.
3. To be able to analyze the problem as a result of globalization in various aspects including political, economical, social and culture and impact on moral and ethic.

Course Description

Status of Thailand in social world; dynamic of social changes which affecting Thailand; problems and causes of problems arising as a result of globalization which cause the awareness, knowledge and understanding of the situation; be able to analyze the cause of problem and the impact of Thai society in various aspect including political, economic, social, moral and ethical.

10164 Social and Culture in the ASEAN Community**(6 credits)*****Course Learning Outcomes***

1. To be able to understand ASEAN background and history.
2. To be able to understand the purpose of the integration of ASEAN member states.
3. To be able to understand social and cultural condition of ASEAN member states.
4. To be able to understand the role and relationship of ASEAN and other nations.

Course Description

ASEAN background and history; the integration of ASEAN member states; social and cultural condition of ASEAN member states; the role and relationship of ASEAN and other nations.

11301 English for Business**(6 credits)****Course Learning Outcomes**

1. To acquire knowledge on the English structure, vocabulary, and expressions in business circles.
2. To be able to use English efficiently for communication in business.

Course Description

English structure, vocabulary and expressions used in business circles for the purpose of increasing effective communication and efficiency.

30208 Finance Accounting and Managerial Accounting**(6 credits)****Course Learning Outcomes**

1. To acquire knowledge and understanding of accounting and financial report presentation methods.
2. To acquire knowledge and ability to employ accounting information to business management.
3. To be able to employ knowledge from this course as background for other courses.

Course Description

Basic understanding about accountancy; financial report; Recording transaction according to accounting cycle for hospitality business and commerce; tax accounting for businesses.

Concepts of managerial accounting; basic understanding about cost; cost, volume and profit analysis; budgeting; financial statement analysis; using accounting information for decision making; performance evaluation; information system for accounting; internal control.

30209 Business Finance and Business Law**(6 credits)****Course Learning Outcomes**

1. To acquire knowledge about asset management and administration.
2. To acquire knowledge about general laws, civil and commercial code and other related laws.

Course Description

Objectives and financial responsibility; financial marketing; financial institutions; risk and reward; current assets and non-current assets management; capital structure; dividend policy; acquisition of capital.

General laws, civil and commercial code, related laws; business organization related laws; intellectual property laws; financial instruments related laws.

30210 Production and Operation Management and Principle of Marketing**(6 credits)****Course Learning Outcomes**

1. To acquire knowledge about production and operation management.
2. To acquire knowledge about principle of marketing.

Course Description

Production and operational system; products, productivity and location planning; zone planning; quality management; supply chain management; production forecasting; inventory management; production and operation planning and control; product design; production measurement; working standard; priority rule; safety; project management.

Concepts, duties, roles of marketing; marketing process; marketing organizational structure; marketing environment; marketing management and strategic planning; marketing research; marketing information system; consumer's behavior; business market and buying behavior; market share and target marketing; product related planning and decision making; price related planning and decision making; distribution related planning and decision making; market promotion related planning and decision making; ethics for business administration professions.

30211 Organization and Management and Human Resource Management (6 credits)

Course Learning Outcomes

1. To have knowledge in principle, responsibility and procedure of organization management, in addition, modern organization management.
2. To have knowledge in concept, technique and equipment of modern human resource management.
3. To have knowledge in practical application of organization management principle.

Course Description

Definition, pattern, category, and procedure of structural and chain of command planning; concept and theory of organization; organization management; directing; motivation and leadership; group and organization; modern organization management.

Theory and principle of human resource management; merit system; scope and procedure of human resource management; workforce planning; positioning and salary rate; recruitment and selection; human resource development; welfare and employee relationship; performance evaluation; technique and equipment for modern human resource management.

30212 Mathematics, Business Statistics and Quantitative Analysis for Decision Making (6 credits)

Course Learning Outcomes

1. To have knowledge of basic mathematics.
2. To have knowledge of basic statistics.
3. To have knowledge about business statistics and apply in decision making.
4. To have knowledge about quantitative analysis and its application in decision making.

Course Description

Basic Algebra, Numbers, Counting, Sets, Basic Matrix, Equations and equations solving, Introduction to Calculus and implementation, Basic Statistics and data analysis, Random Variables and probability distributions, Probability theory, Estimation, Hypothesis testing and Inferential statistics, Analysis of Variance, Correlation and Regression analysis, Index numbers analysis, Time series analysis, Business Forecasting, Fundamentals of Quantitative Analysis for Business Decision Making, Linear Programming, Transportation model, Assignment model, Inventory model, Queuing model, Markov model, Simulation model, PERT/CPM.

32302 Marketing Management***(6 credits)*****Course Learning Outcomes***

1. To acquire understanding about market roles and market trends which affect national business and the economy.
2. To acquire knowledge and understanding about marketing processes.
3. To acquire knowledge about consumer behaviour.
4. To acquire knowledge and understanding about marketing planning and strategy.
5. To acquire knowledge about customer relations management.

Course Description

Definitions, importance, roles and functions of marketing; marketing concepts and philosophy; marketing information systems; marketing procedures, marketing trend, and consumer behaviour; market targeting; analysis of marketing opportunities and barriers; strength and weakness analysis; marketing mix management; marketing planning, operation, control and assessment; customer relations management; marketing ethics.

32316 Sales Management and Salesmanship**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about selling skills and roles, duties, and responsibilities of sellers.
2. To acquire knowledge about selling management and understanding about roles, duties and responsibilities of sales managers.

Course Description

Roles and responsibilities of salesmen; sales processes; sales techniques including customer selection, approach to customers, selling, closing the sale, and after-sale services.

Roles and responsibilities of the sales manager; sales organization management; formulating sales policy and strategy; sales forecasting and budgeting; staffing including salesperson selection and training, division of sales areas and quota setting, time analysis, control and evaluation, and setting of compensation rates.

32333 Consumer Behavior Analysis**(6 credits)*****Course Learning Outcomes***

1. To be able to analyze consumer behaviour model.
2. To acquire concept and analysis of buyer's decision making process.
3. To be able to apply knowledge on consumer analysis to marketing activities.

Course Description

Consumer behavior concepts; consumer types analysis; understanding consumers by consumer analysis; market segmentation; consumer behavior analysis model; individual and external factors influencing the buying decision making process; analysis of buyer's decision making process; application of marketing strategies according to consumer's behavior.

32334 Information System and Marketing Research***(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge on roles and types of information system and application to marketing decision making.
2. To acquire knowledge and understanding on employing research techniques in practice, and employing research process in order to bring about revision and resolution for marketing operations.

Note: Work in process of School of Management Science

Course Description

Definitions and roles of marketing information system; types of information; information and marketing decision making; information system design; marketing research characteristics; research process; research objectives and types specification; research design; data collecting; data analysis; research report making.

32408 Small Business Management and Retailing**(6 credits)****Course Learning Outcomes**

1. To acquire understanding about definitions and operations of small business and problems concerning the business administration.
2. To acquire knowledge and ability on administration for retailing, both small and super retail stores.

Course Description

Role, concepts, and stages of small business planning; financial administration and control; market survey; sources of capital; site acquisition; sales promotion; pricing; inventories control; credit; risks; administration of accounts data; retail trade; shop management; personnel management; merchandise administration; sales administration and control administration in the retail trade.

32414 Agricultural Marketing and Thai Economy**(6 credits)****Course Learning Outcomes**

1. To acquire knowledge and understanding about agricultural marketing relation.
2. To acquire understanding about agricultural marketing scope, duty, concept, process, strategy.
3. To acquire understanding on foundation and analysis method of Thai economic for economical development.

Course Description

Development of the Thai economy and marketing; definition and scope of agricultural marketing; functions and importance of marketing; agricultural marketing system; concepts on marketing components; environmental analysis; market analysis; market research; determination of target markets; marketing processes, strategies and plans; marketing control and evaluation; preparation of marketing reports; marketing and production management; international marketing.

32432 Product and Price Management**(6 credits)****Course Learning Outcomes**

1. To acquire knowledge about product, classification, product mix decision, product strategy specification according to product life cycle.
2. To acquire knowledge about price structure, price related decision making, pricing according to objectives.

Course Description

The roles of products and price as elements of the marketing mix; the role and responsibilities of the product manager; product management strategy including the constituents of the product, raw materials, design, packaging, and sales services; trade mark policy; product positioning; product life cycle management; product development; causes of product failure.

Meaning of price; role of pricing; pricing objectives and strategy; pricing model at each level of distribution; price theory and pricing in practice.

32435 Professional Experience in Marketing**(6 credits)*****Course Learning Outcomes***

1. To be able to apply marketing principles, theorist, and techniques to practice.
2. To enable the practice of skills concerning marketing problems analysis and decision making for marketing dilemma.
3. To be able to develop and strengthen leadership and skills for excellent marketer.
4. To develop morale and ethics for marketing professions.

Course Description

Application of business knowledge and theory with emphasis on practical marketing management; the use of case studies, simulations, and business games for developing skills in analyzing and solving problems, planning and decision-making in marketing; customer relations management and social responsibility; marketing ethics; group dynamics activities to nurture professional ethics, morals and leadership with an aim to be an excellent and efficient marketer.

32449 Business Building and Entrepreneurship**(6 credits)*****Course Learning Outcomes***

1. To acquire understanding about small and medium business building concepts and methods.
2. To acquire understanding on how to achieve as a successful small and medium business entrepreneur.

Course Description

Concepts on creative small and medium business building; business value creation; Methods and procedures in successfully building small and medium business; Roles of a successful small and medium business entrepreneur; competitive competency development and business stamina building.

32473 Marketing Channel and Supply Chain Management**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about distribution channel, roles of middleman, and knowledge about supply chain i.e. purchasing, production, maintenance, transportation, distribution to middleman and consumer.
2. To be able to apply knowledge about distribution and supply chain to practice i.e. material and goods purchasing, processing, and administrative specification for organizational satisfaction.

Course Description

Concepts about supply chain; purchasing of materials, supplies, and finished goods; purchasing source selection; quality assessment and control; purchasing with reasonable price and quantity in a right time; decision making for production and purchasing for resale; distribution management; distribution channel choosing; middleman screening process; distribution channel planning and development; inventory handling and management; delivery; transportation; inventory management to match products and service to market needs and to develop competitive advantage strategies.

32474 Marketing Communication and Promotion**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about roles and duties of marketing communication, communication mix, communication process, and marketing communication planning.
2. To acquire understanding on definitions and significance of promotion and promotion mix.
3. To be able to integrate consumer psychology with promotion mix.

4. To be able to specify strategic plan and operational plan for promotion.

Course Description

Concepts, duties and roles of marketing communication; communication tools; marketing communication mix; communication process; marketing communication planning.

Definitions, roles, and significance of promotion mix: techniques, objectives, characteristics, and method for operation; strategic plan and operational plan specification; budget allocation; promotion evaluation; promotion development.

32475 International and Global Marketing

(6 credits)

Course Learning Outcomes

1. To acquire knowledge about international and global market, global economy, global market environment, and organization for global market launch.
2. To acquire knowledge and understanding about principles, concepts, roles and significance of international market.
3. To develop ideas and attitude on marketing management and introduce international marketing.
4. To be able to apply knowledge on international marketing investment to practice.

Course Description

General knowledge about international and global market; global economy; global economy environment; marketing mix for global market; organization for global market launch; roles and relation of international marketing and international organization; entry into international market; investment according to marketing strategy; export-import procedures.

32476 Institutional Marketing and Service Marketing

(6 credits)

Course Learning Outcomes

1. To acquire knowledge about planning and strategies formulation for institutional marketing.
2. To acquire knowledge about unique character of service market, administration design, and strategies formulation for service market.

Course Description

Scope and characteristics of institutional market; institutional marketing strategies formulation; marketing plan components for business department; market sharing by SWOT analysis; influential person in decision making in institutional market; target market choosing; corporate image creating techniques; pricing and distribution channel specification strategies; institutional market communication tool; definition of service; consumer behavior in service market; service point appearance specification; roles of employees and consumers in service market; demand management; pricing in service market.

32489 Contemporary Marketing and Digital Marketing

(6 credits)

Course Learning Outcomes

1. To learn and understand Contemporary Marketing marketing environment and future market trends.
2. To learn about current digital marketing.
3. To be able to apply students' knowledge about digital marketing.

Course Description

Contemporary Marketing Concepts, Strategic Planning in Contemporary Marketing, Marketing Environment, Ethics and Social Responsibility in Contemporary Marketing, Target Marketing in Contemporary Marketing, Market Research and Sales Forecasting in Contemporary Marketing, Relationship Marketing and Customer Relationship Management in Contemporary Marketing, Product, Distribution and Price Decision in Contemporary Marketing. Definition of Digital Marketing, Composition and Application, Internet Growth, Website, Social Media and Digital Marketing Evaluation

60120 Principles of Economics**(6 credits)****Course Learning Outcomes**

1. To acquire knowledge concerning factors and basic of Economics problems.
2. To understand the roles and functions of various sectors in society, working mechanism and economic systems.
3. To comprehend concepts and theories of Microeconomics and Macroeconomics related to consumption, production, saving, investment and market equilibrium.
4. To be able to analyze basic economic problems and solution guidelines.

Course Description

Basic economic problems leading to labor divisions in society and economic systems; mechanisms, concepts and theories of micro and macroeconomics in consumption, production, savings and investment of government and private sectors; analysis of the relationships and equilibrium of various markets of both closed and open economies; general guidelines for dealing with basic economic problems.

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